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SUBJECT: MEDIA REACTION: WESTERN HEMISPHERE: DOHA ROUND

Crucial Moment for Doha Round

Lead editorial in center-right O Estado de S.Paulo (6/30) says: "
the most ambitious trade negotiations of all times, the Doha Round,
may fail, in a few weeks, if the new plan of Director General of
World Trade Organization, Pascal Lamy, does not work. ...The goal
is to have a basic agreement on the two most difficult topics: the
reform of trade of agricultural products and the opening of markets
for industrial goods. ... The objective is to finish the work during
George Bush's administration. ... If the Round is not concluded
before the new U.S. president takes office, seven years of effort
will be lost. If Obama is elected, the difficulties to advance the
discussions will be bigger because he (Obama) has assumed several
clearly protectionist commitments. Brazilian negotiators have shown
optimism and consider now a good opportunity for an agreement. They
will have to put an effort not only to reach a final agreement with
American and European negotiators, but they also will have to reach
an agreement with the Argentine government. According to Argentine
diplomats, the conditions of industrial protection negotiated until
now continue to be unacceptable for Mercosul. The Brazilian
diplomats should take this evaluation into consideration.
Objectively, the conclusion of a reasonable agreement at the Doha
Round is very important for Brazil. The country has bilateral
agreements with important partners, contrary to other emerging
countries, and laid its bet on this agreement.
White